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Dated 16 June 2003

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Request for preliminary examination and search (Patents Form 9/77)

Request for substantive examination (Patents Form 10/77)

Any other documents (please specify)

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Description of Streetlite Display Unit

This invention relates to a display unit mounted on an erected post, particularly but not exclusively to display signs for advertising or promotional purposes. The invention also relates to a display unit in combination with the sign changing means.

Advertising or promotional signs are often displayed on specially adapted stands normally located outside shops or on garage forecourts. It is also known to mount display frames on lamp posts or similar structures. The display frame is fixed so that the sign is aligned to be seen by the public and mounted at a height to be visually effective from a distance.

Display units are large (particularly 6 sheet size) and are generally constructed from metal parts which make them heavy and difficult to attach to lamp posts or similar structures. Once a display unit has been mounted in an elevated position it is also extremely difficult to change the advertising or promotional sign even with the use of a ladder or hydraulic lift.

According to the invention there is provided a means for mounting a display frame on an erected post whereby the post has holes aligned horizontally (A), which may be integral with the post prior to installation. A threaded rod or pin (B) is inserted through the aligned holes and retained in position. Preferably there are provided two sets of aligned holes in spaced relation, one above the other with a threaded rod or pin inserted and retained in each set of aligned holes. With the preferred embodiment a circular profile tube (1) which is used as a rain water channel and has holes which align with the horizontally aligned holes in the post, and a top cover moulding (2) are fitted to the post prior to attachment of the other display unit components.

The display unit is constructed from several parts. The main chassis (C) is retained in the required position by simply hooking brackets (D) which are welded to the main cross braces (3) onto the protruding threaded rods or pins (B) aligned in the post. Preferably the display frame main chassis is secured to the threaded rods or pins by additional fasteners (4). In attaching the display unit main chassis in this way allows for easy access for subsequent fitting of the other parts.

Once the display unit main chassis is attached to the post, the electrical power supply (E) which provides the means to power the integral lamp units can be connected (F). The upper front plate assembly (5), upper support bracket (6), lower support bracket (7), lower plate (8), seal (9) and seal retaining plate (10) can all be fixed in position. The sign changing means can then fitted.

The sign changing means comprises of the sign or poster carrier (11) and drop-down support legs (12). The drop-down support legs would normally be fitted in position as part of the display unit main chassis assembly, however they could be fitted at the same time as the sign or poster carrier. Located at the top of the

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main chassis and mounted on the upper front and rear plates are several spring loaded constant pull retraction devices (13) known to be used for signage support. Although these are located in this position they could also easily be attached inside the drop-down support leg and at the lower position of the sign or poster carrier. Each drop-down support leg is connected to one or several of these devices and is therefore always under spring pressure, lifting it to its' elevated position. The drop-down support legs are free to slide within a slideway (G) located vertically at both ends of the display unit main chassis. End-stop devices (H) are fitted to prevent the drop-down support legs from coming out of their relative slideways.

The sign or poster carrier assembly comprises of two halves which are joined around the post by fixing the lower plates (14) together. The tops of the vertical end sections (J) engage with the plastic slide mouldings (15) located at the lower position of the drop-down support legs. The sign or poster carrier slides up and continues to slide within the channels (K) arranged vertically on the display unit main chassis. The wires (L) from the pull retraction devices (16) specifically arranged to operate in conjunction with the sign or poster carrier are connected (M) and thereby maintain spring pressure to lift the sign or poster carrier to its' elevated position. End-stop devices (17) are fitted to prevent the sign or poster carrier from lowering further than the drop-down support legs will permit. The end-stop devices engage with the plastic mouldings located at the lower position of the drop-down support legs to facilitate this action.

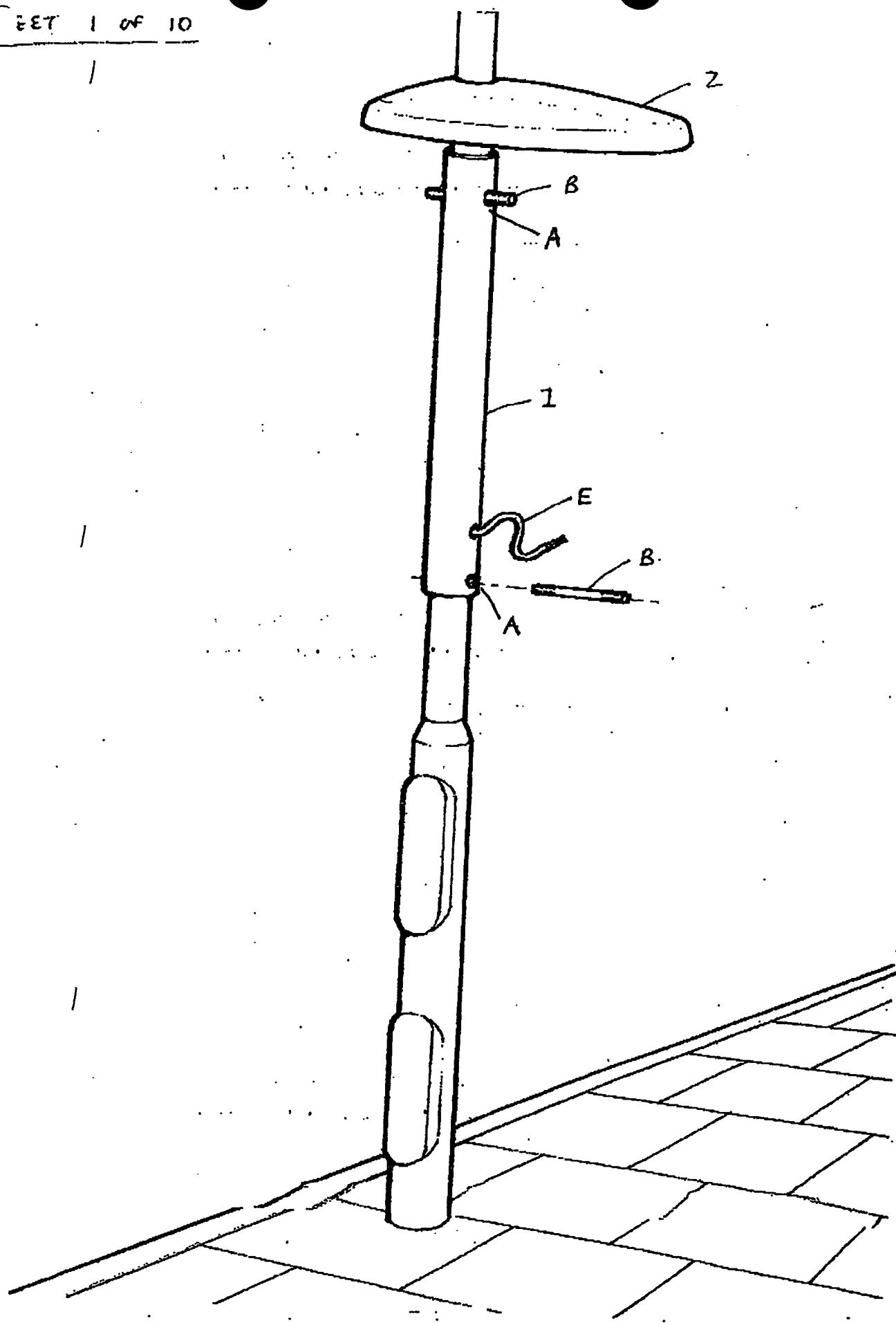
The front door assembly (18) can now be fixed in position followed by fixing the vertical end covers (19). The top cover moulding (2) is now lowered to completely cover the open top and protect the display unit from the weather.

The sign or poster carrier is free to slide within the slideways and the pull retraction devices will always ensure that it is retracted to its' elevated position, however with careful tuning of the spring pressures that are applied a state of near equilibrium can be achieved and therefore minimal assistance will be required in raising or lowering of the sign or poster carrier. A counterweight could be used to hold the sign or poster carrier in its' fully lowered position, particularly in strong wind conditions.

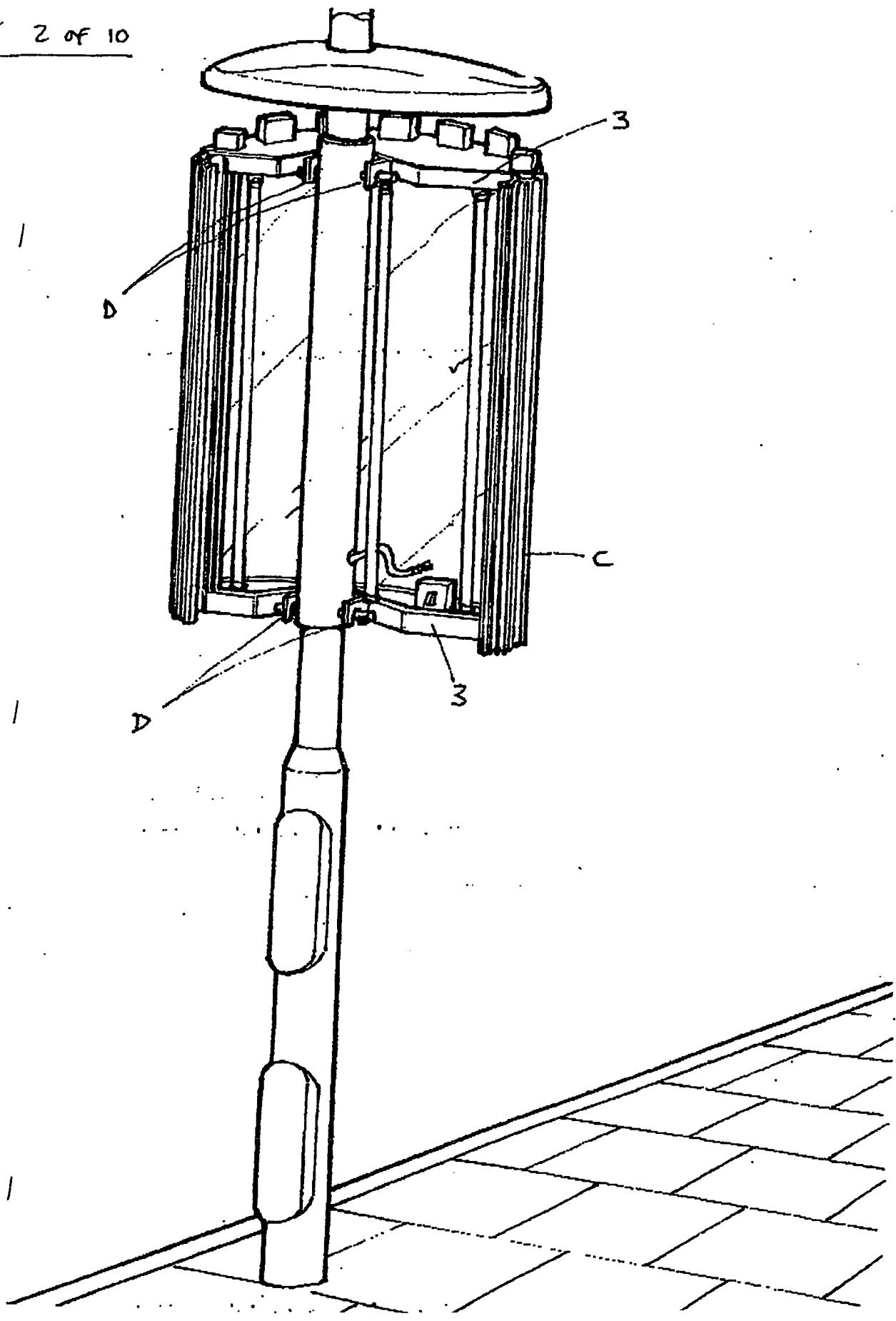
The sign or poster carrier comprises of two lightweight frames (N) that surround translucent panels (20) for the means of rear illumination. Each frame has a channel feature (P) which facilitates the attachment of spring-loaded poster stretching and retaining clips (21). These clips are fitted with hook features (Q) which engage with holes pre-punched in the posters. The design of the spring-loaded poster stretching and retaining clips ensures that spring pressure is applied to the paper or film poster to maintain good even contact with the translucent panels particularly in the preferred curved format and also allows for stretching or contraction of the paper or film media over a period of time.

When the sign or poster carrier is fully retracted it can be locked in position by accessing the lock or locks located in the lower plates.

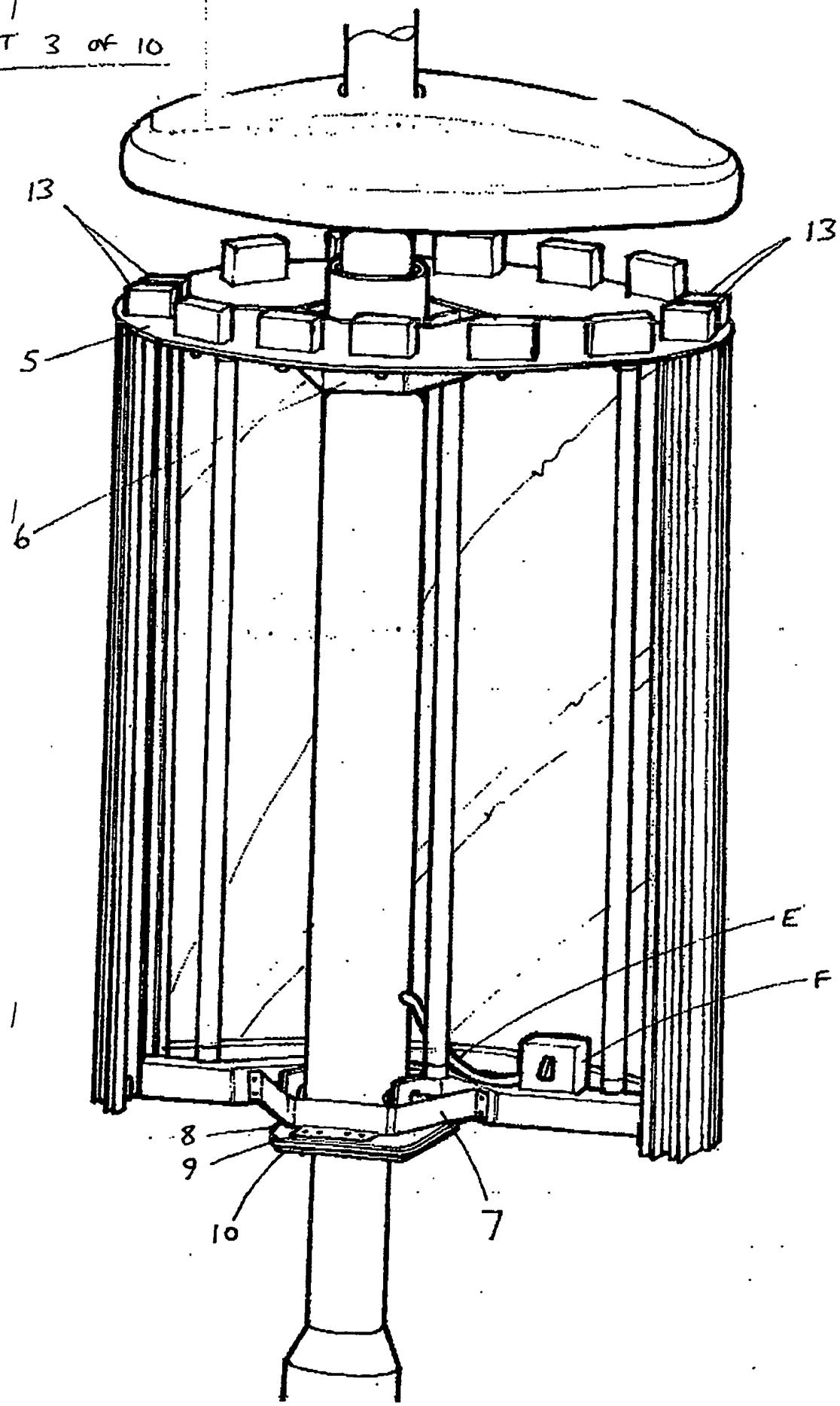
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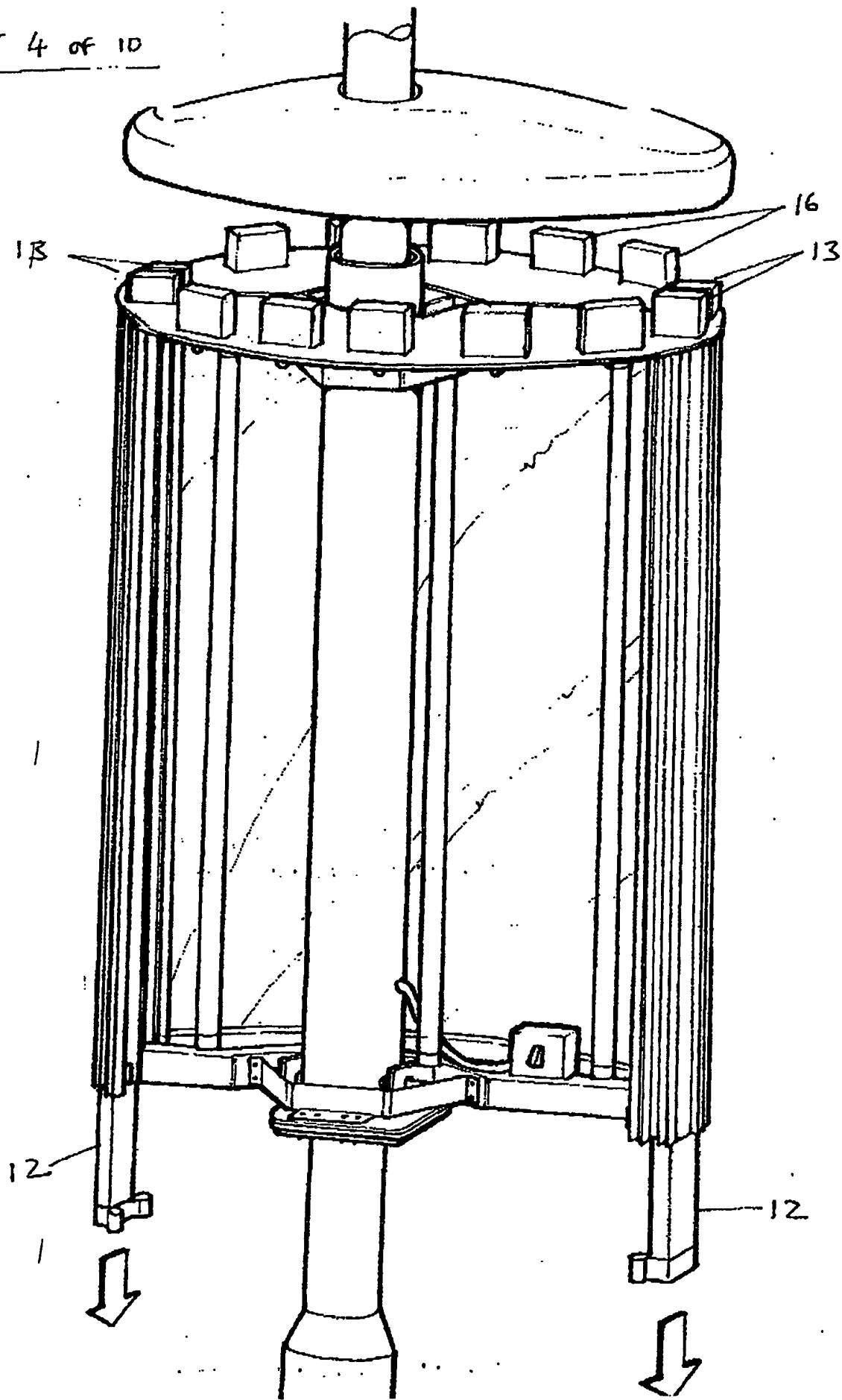
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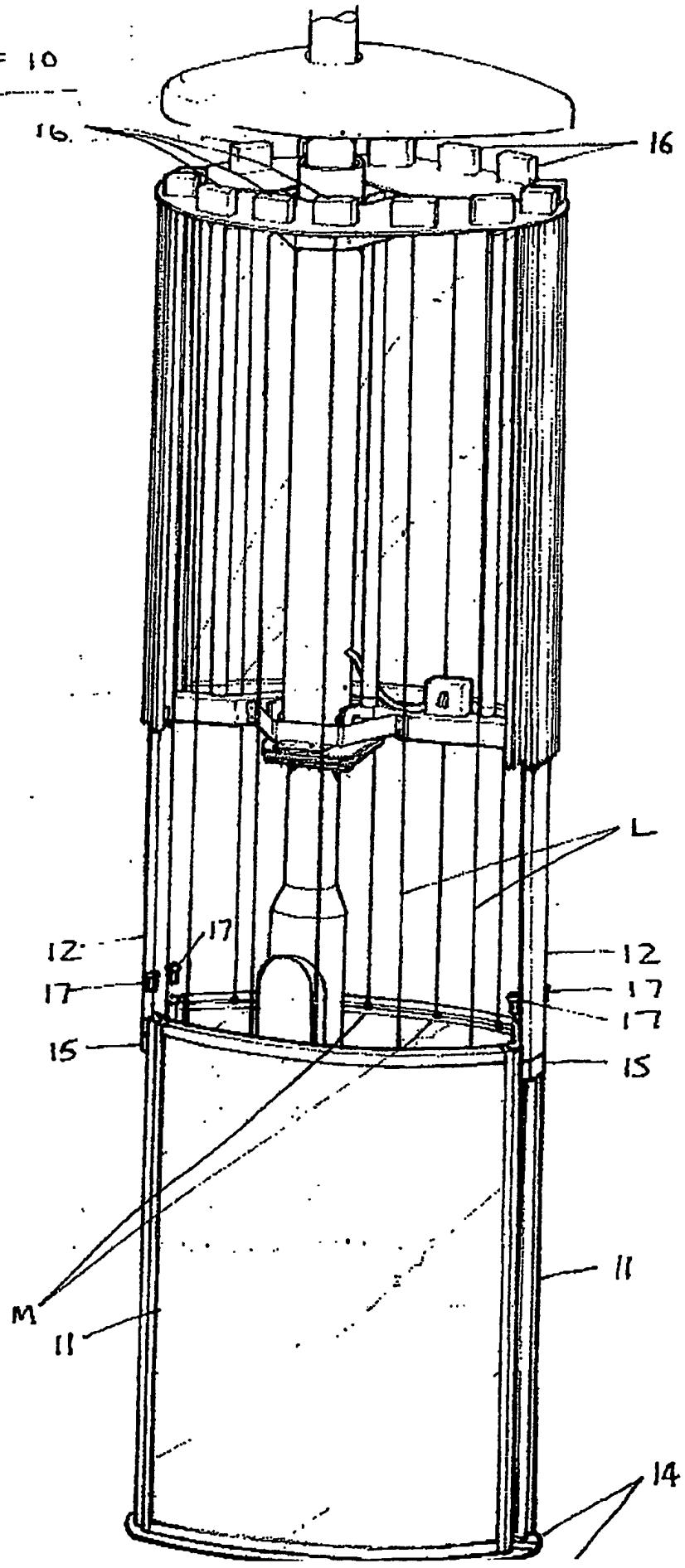
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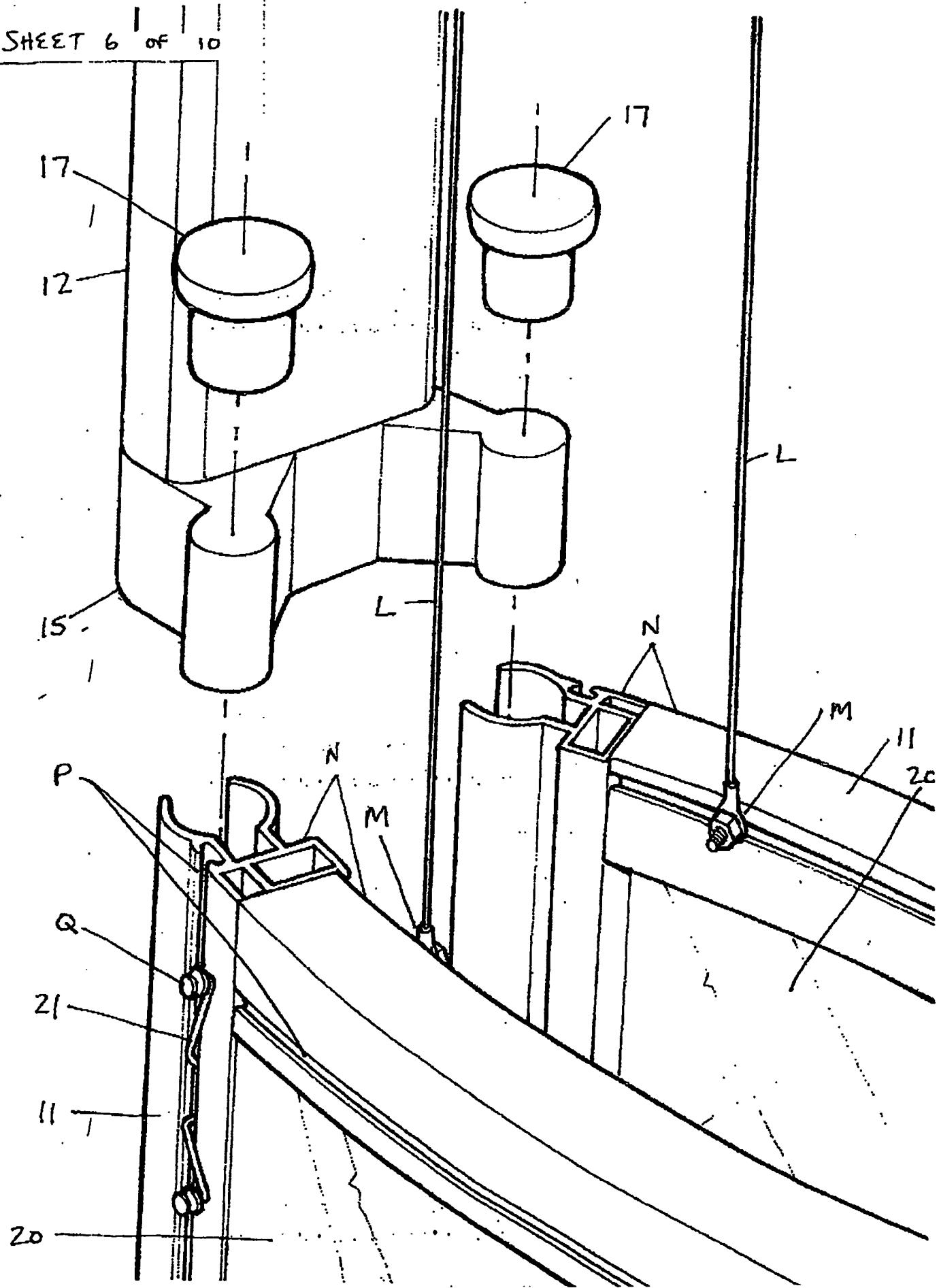
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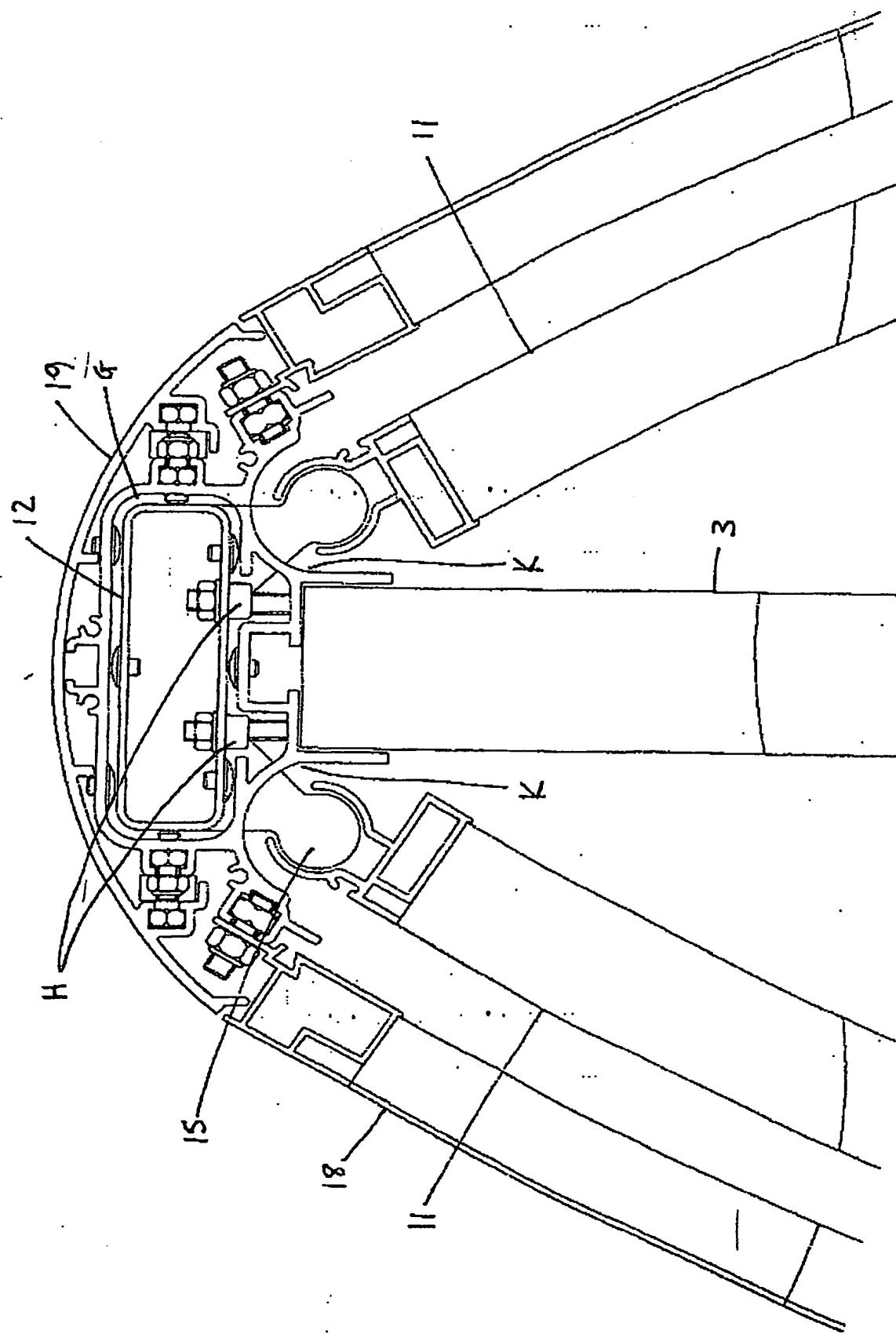
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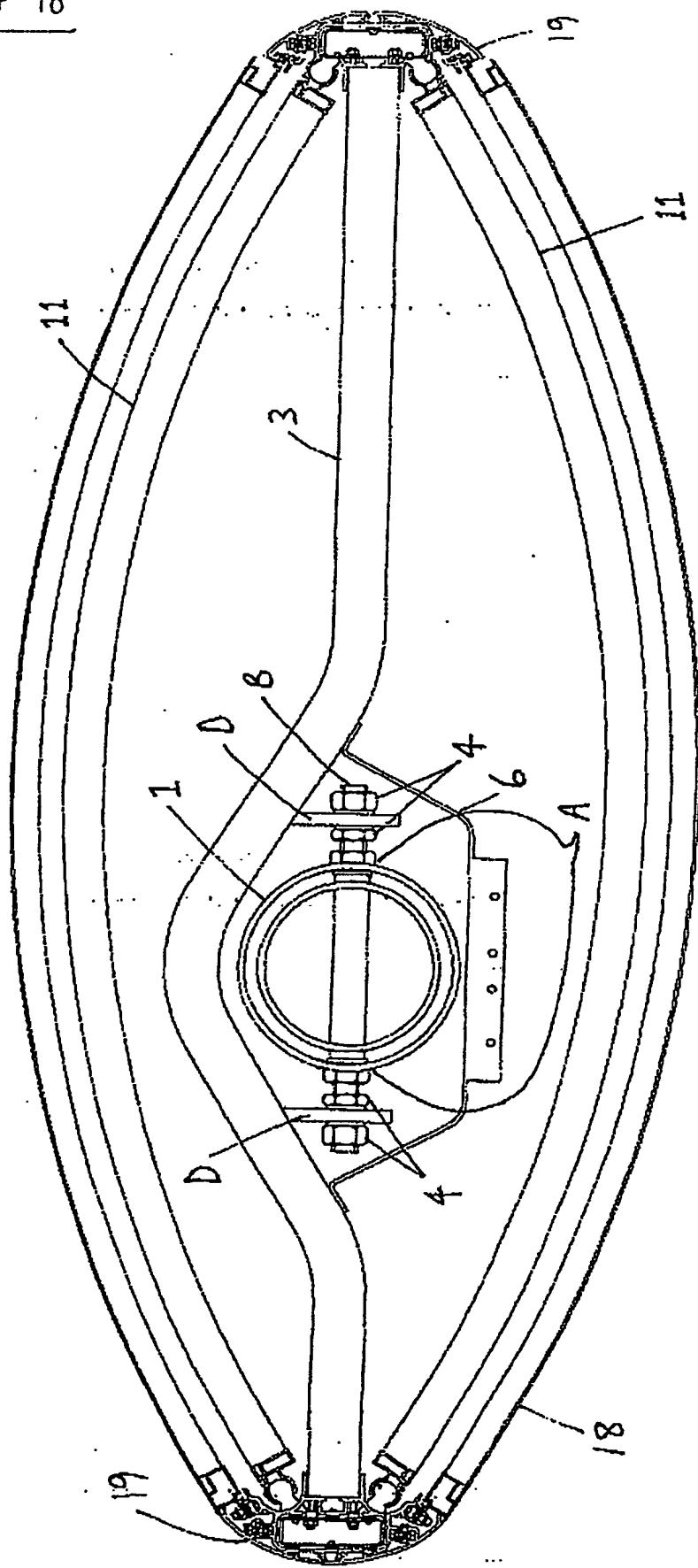


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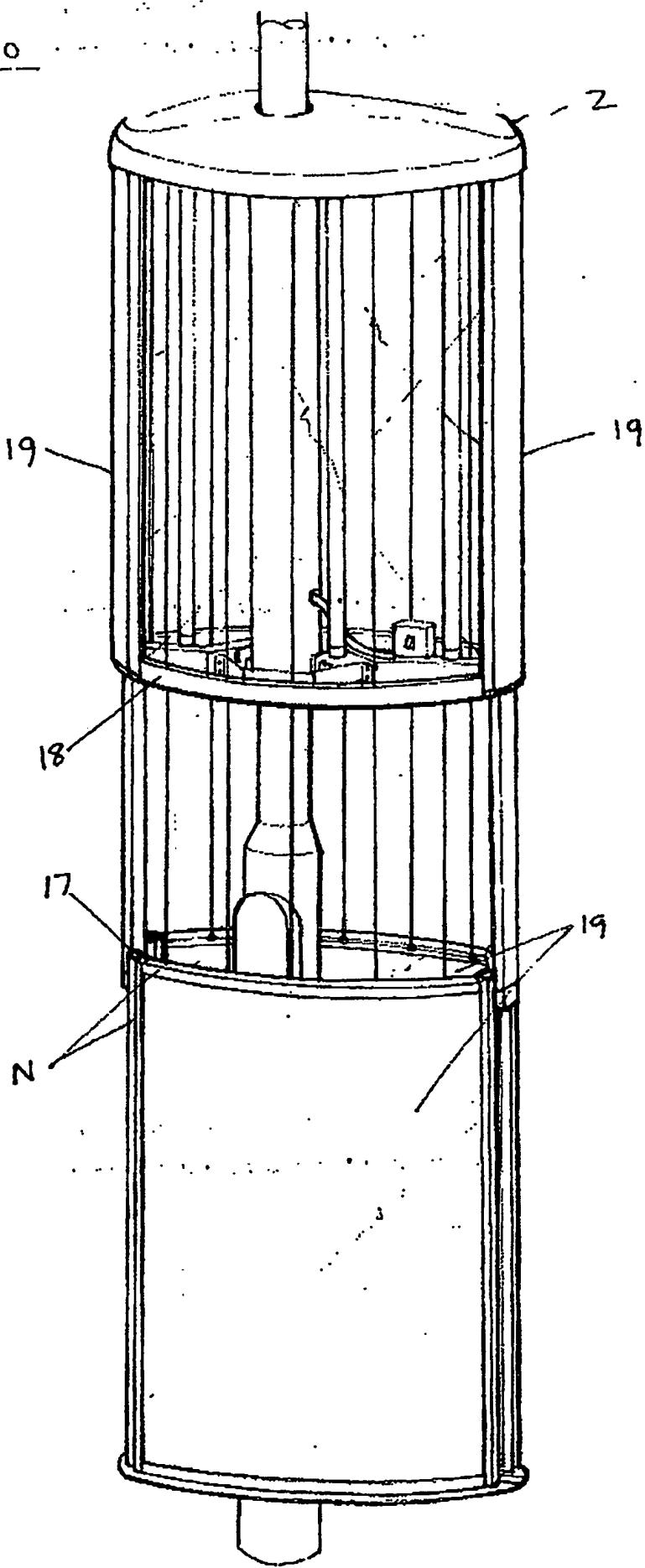


SECTIONAL VIEW SHOWING SLIDERAM DETAIL

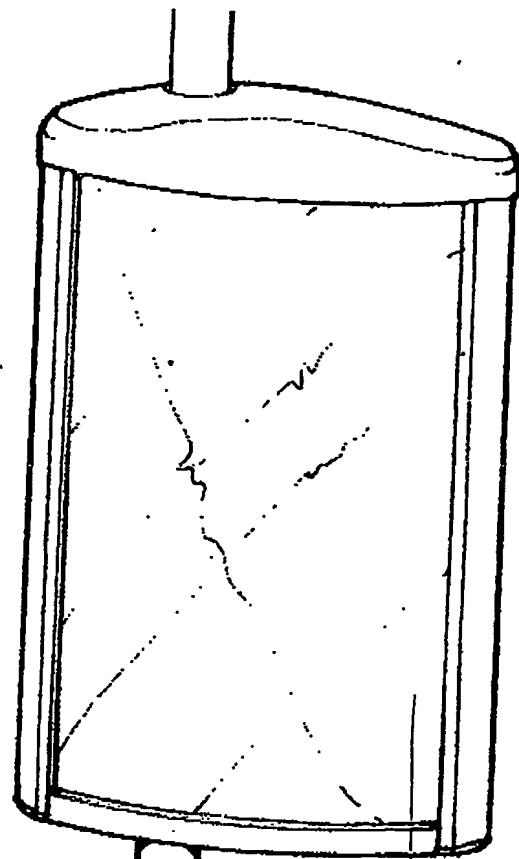
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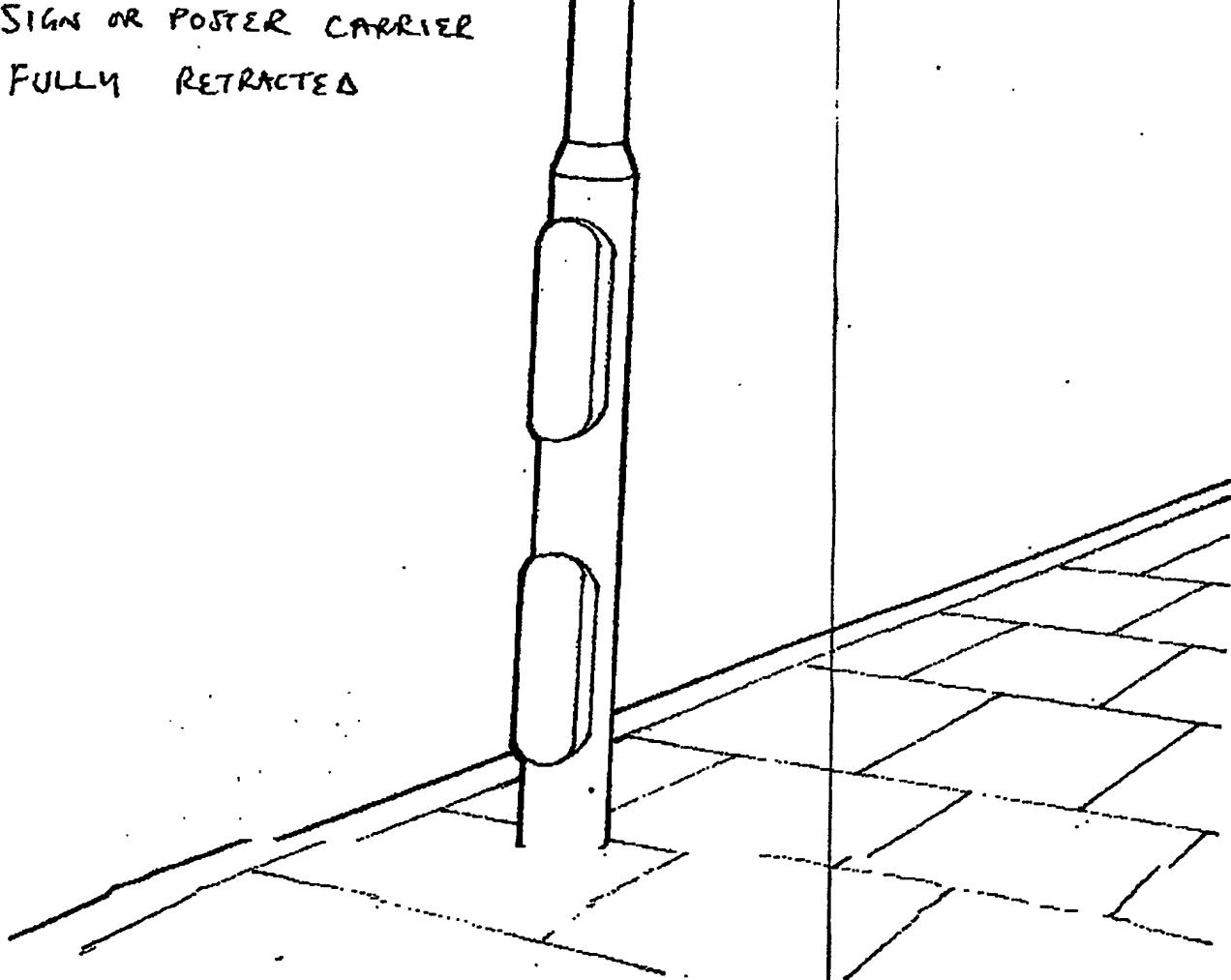
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